R J Reynolds Tobacco Company

Mark Young
New York Metro

May 5, 1997

Melenda Simmons

Subject: Planet Menthol Introduction

Dear Melenda,

Last Thursday and Friday we held a region meeting with the Division Managers ,Retail Managers and Dave Wilmesher to set the workplan for the next three months. As you are aware, we're very willing to be a part of the new "Planet Menthol" introduction. While we were discussing our progress in first quarter, the House Blend introduction became a big topic. It appears that the divisions had problems with the introduction simply because the support materials (riser card, paster, etc.) was not available on our scheduled DTS date. It took some of the divisions three to four weeks before they had the actual POS to support the new brand in the stores. This discussion led into the next Moonlight project which is Planet Menthol.

As I explained in my letter last month, we have a big concern over no plans to provide any brand specific advertising. It honestly makes no sense to try to get consumer movement on a new brand style without any in-store advertising ... especially when you consider that we will be focusing our salesforce on the project for a complete 2 to 3 week period.

Dave agreed that the POS is a must if we're going to dedicate the labor in the region for this introduction. Please let us know if the POS can be provided in the quantities listed below:

- ❑ *Display Riser Card:* *2,000 cards*
- ❑ *Large Paster:* *4,000 pasters*
- ❑ *24 Inch Cards:* *2,000 cards*

The POS can incorporate the complete Planet Family (*New Menthol as well as the Existing Non-Menthol styles*). It makes sense to even delay the DTS effort until this POS is available.

Melenda, please give me a call so we can discuss the details.

Sincerely,

Mark Young

cc: DLW, NYM Division Mgrs.

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